

1 For Fun California (“Defendant”), on the other hand, and good cause appearing
2 therefore, hereby:

3 ORDERS that this Consent Decree shall be and is hereby entered in the within
4 action as follows:

5 1) This Court has jurisdiction over the parties to this action and over the subject
6 matter hereof pursuant to 17 U.S.C. § 101 et seq., 17 U.S.C. § 501, 28 U.S.C. §§ 1331
7 and 1338, and 28 U.S.C. § 1367.

8 2) Plaintiff alleges that it is the exclusive licensee of all rights in and to certain
9 intellectual property listed in Exhibit “A,” attached hereto and incorporated herein by
10 this reference (“Plaintiff’s Property”).

11 3) Plaintiff alleges that it has expended considerable resources in the creation and
12 commercial exploitation of Plaintiff’s Property on merchandise and in the
13 enforcement of its intellectual property rights in Plaintiff’s Property.

14 4) Plaintiff has alleged that Defendant has made unauthorized uses of Plaintiff’s
15 Property or substantially similar likenesses thereof. Defendant has denied any
16 infringing activity but nevertheless has consented to this consent decree for purposes
17 of amicably resolving the matter.

18 5) Defendant and its agents, servants, employees and all persons in active concert
19 and participation with it who receive actual notice of the injunction are hereby
20 restrained and enjoined from:

21 a) Infringing Plaintiff’s Property, either directly or contributorily, in any
22 manner, including, but not limited to manufacturing, importing, distributing,
23 advertising, selling, offering for sale, any unauthorized product which features
24 any of Plaintiff’s Property (“Unauthorized Products”), and, specifically:

25 i) Importing, manufacturing, distributing, advertising, selling, offering
26 for sale, the Unauthorized Products or any other unauthorized
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products which bear a substantial similarity to any of Plaintiff's Property;

ii) Importing, manufacturing, distributing, advertising, selling, offering for sale, renting or offering to rent any unauthorized promotional materials, labels, packaging or containers which picture, reproduce, copy or use the likenesses of or bear a confusing similarity to Plaintiff's Property;

iii) Engaging in any conduct that tends falsely to represent, or is likely to confuse, mislead or deceive purchasers, Defendant's customers and/or members of the public to believe, the actions of Defendant, the products sold by Defendant, or Defendant itself is connected with Plaintiff, is sponsored, approved or licensed by Plaintiff, or is affiliated with Plaintiff; or

iv) Affixing, applying, annexing or using in connection with the importation, manufacture, distribution, advertising, selling, offering for sale, or other use of any goods or services, a false description or representation, including words or other symbols, tending to falsely describe or represent such goods as being those of Plaintiff.

6) Each side shall bear its own fees and costs of suit.

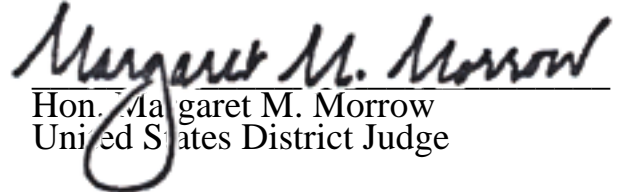
7) This Consent Decree shall be deemed to have been served upon Defendant at the time of its execution by the Court.

8) The Court finds there is no just reason for delay in entering this Consent Decree and, pursuant to Rule 54(a) of the Federal Rules of Civil Procedure, the Court directs immediate entry of this Consent Decree against Defendant.

9) The Court shall retain jurisdiction of this action to entertain such further proceedings and to enter such further orders as may be necessary or appropriate to implement and enforce the provisions of this Consent Decree.

1 10) Except as provided herein, all claims alleged in the Complaint as to Defendant
2 are dismissed with prejudice.
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4 Dated: November 8, 2012


Hon. Margaret M. Morrow
United States District Judge

7 Presented By:

8 J. Andrew Coombs, A Prof. Corp.
9

10 By: _____
11 J. Andrew Coombs
12 Annie S. Wang
Attorneys for Plaintiff Sanrio, Inc.

13 Buche & Associates, P.C.

14 By: _____
15 John Karl Buche
16 Lindsay D. Molnar
17 Attorneys for Defendant Jump For
Fun, Inc. d/b/a Jump For Fun a/k/a
Jump For Fun California
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EXHIBIT A

SANRIO CO.'S COPYRIGHTED DESIGNS

Copyright Registration	Title of Work (Character)	Type of Work
VA 130-420	HELLO KITTY	Graphic Artwork